



# MOVING UP

## Congratulations Bri Stovall

In her many years at Jay Peak, Bri has worked in the Ski & Ride School and Human Resources. Just recently, following her maternity leave with twins Quinn and Luca, Bri was convinced to shift focus and join the Marketing Team to project manage all internal requests, and facilitate creative development with our design agency, Buttery.

As we support more departments and keep more of the creative in-house, it became clear we needed someone to oversee and guide the work. Bri brings with her an intuitive understand of project management and how best – and easily – to structure short- and long-term planning so that the myriad of requests are addressed. What Bri has implemented in just a few short weeks, on a part time schedule at that, has already made an important impact both within and without the Marketing department.

Beyond process, Bri is an exceptional communicator and has, over the years, developed strong relationships with people in virtually every department here at Jay Peak. She navigates conversations with ease and a focus on identifying opportunities to achieve common goals. Over the next weeks and months, Bri will be reaching out to all profit center managers and directors to begin planning, well in advance, for winter 2025+26.

I am excited and grateful to have Bri on the team and look forward to working on all of the projects with her.

**Kim Hewitt**

Director of Marketing & Resort Sales

